

CLAIMS

What is claimed is:

- 5 1. An automated method of collecting and displaying audience recognition information concerning a video presentation, the method comprising the steps of:
- displaying a video presentation to a plurality of subjects;
- inquiring of each of the subjects by computer means whether each of a plurality of still images from the video presentation are recognized by each of the subjects;
- 10 for each of the images, tabulating a percentage of the subjects reporting recognition of the image in the inquiring step; and
- automatically generating by computer means a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step.
- 15 2. The method of claim 1 wherein the displaying and inquiring steps are performed on a computer local to each subject, wherein the tabulating and generating steps are performed on a central computer networked to each local computer.
- 20 3. The method of claim 2 additionally comprising the step of communicating results of the inquiring step to the central computer over the Internet.

4. An automated method of collecting and displaying audience recognition information concerning a video or graphic presentation, the method comprising the steps of:

displaying a video or graphic presentation to a plurality of subjects;

obtaining by means local to each subject audience recognition information

5 concerning the presentation from each of the subjects;

communicating results of the obtaining step via network means to a central computer;

tabulating results of the obtaining step for all subjects; and

generating by computer means a graph or grid comprising at least one image

10 from the presentation, wherein characteristics of the at least one image are determined by results of the tabulating step.

5. The method of claim 4 wherein the displaying and obtaining step are performed by means selected from the group consisting of World Wide Web browsers and interactive television
15 devices.

6. The method of claim 4 wherein the obtaining step comprises inquiring of each of the subjects whether each of a plurality of still images from a video presentation are recognized by each of the subjects, the tabulating step comprises tabulating a percentage of the subjects reporting recognition
20 of each of the images in the inquiring step, and the generating step comprises automatically generating by computer means a graph comprising the plurality of images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step.

7. The method of claim 4 wherein the displaying step comprises displaying a graphic presentation for a duration of less than one minute, the obtaining step comprises inquiring of each of the plurality of subjects what portions of the presentation are recognized, the tabulating step comprises determining for each of the portions a percentage of the subjects recognizing the portion in the inquiring step, and the generating step comprises automatically generating by computer means the presentation overlaid with a grid, wherein a brightness of portions of the presentation are determined by results of the tabulating step.

8. An automated method of collecting in-market audience recognition information concerning a video presentation, the method comprising the steps of:

- displaying a video presentation to a first plurality of subjects;
- inquiring of each of the first plurality of subjects whether each of a plurality of still images from the video presentation are recognized by each of the first plurality of subjects;
- for each of the images, tabulating a percentage of the first plurality of subjects reporting recognition of the image in the inquiring step;
- generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step;
- after the generating step, creating an abbreviated presentation containing a subset of the images;
- after introduction of the video presentation via an advertising campaign, displaying the abbreviated presentation to a second plurality of subjects in a market targeted by the advertising campaign; and
- inquiring of each of the second plurality of subjects whether the abbreviated presentation is recognized by each of the second plurality of subjects.

9. The method of claim 8 wherein the creating step comprises creating a storyboard comprising still images.

10. The method of claim 8 wherein the creating step comprises creating an abbreviated video presentation comprising a subset of the video presentation.

5 11. An automated system for collecting and displaying audience recognition information concerning a video presentation, comprising:

means for displaying a video presentation to a plurality of subjects;

computer means for inquiring of each of the subjects whether each of a plurality of still images from the video presentation are recognized by each of the subjects;

10 for each of the images, means for tabulating a percentage of the subjects reporting recognition of the image to the inquiring means; and

computer means for automatically generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means.

15 12. The system of claim 11 wherein the displaying and inquiring means comprise a computer local to each subject, wherein the tabulating and generating means comprise a central computer networked to each local computer.

20 13. The system of claim 12 additionally comprising means for communicating results generated by the inquiring means to the central computer over the Internet.

14. An automated system for collecting and displaying audience recognition information concerning a video or graphic presentation, comprising:

means for displaying a video or graphic presentation to a plurality of subjects;

means local to each subject for obtaining audience recognition information

5 concerning the presentation from each of the subjects;

network means for communicating results generated by the obtaining means to a central computer;

means for tabulating results generated by the obtaining means for all subjects;

and

10 computer means for generating a graph or grid comprising at least one image from the presentation, wherein characteristics of the at least one image are determined by results generated by the tabulating means.

15 15. The system of claim 14 wherein the displaying and obtaining means comprise means selected from the group consisting of World Wide Web browsers and interactive television devices.

16. The system of claim 14 wherein the obtaining means comprises means for inquiring of each of the subjects whether each of a plurality of still images from a video presentation are recognized by each of the subjects, the tabulating means comprises means for tabulating a percentage of the
20 subjects reporting recognition of each of the images to the inquiring means, and the generating means comprises computer means for automatically generating a graph comprising the plurality of images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means.

17. The system of claim 14 wherein the displaying means comprises means for displaying a graphic presentation for a duration of less than one minute, the obtaining means comprises means for inquiring of each of the plurality of subjects what portions of the presentation are recognized, the tabulating means comprises means for determining for each of the portions a percentage of the subjects recognizing the portion to the inquiring means, and the generating means comprises computer means for automatically generating the presentation overlaid with a grid, wherein a brightness of portions of the presentation are determined by results generated by the tabulating means.

18. An automated system for collecting in-market audience recognition information concerning a video presentation, comprising:

- means for displaying a video presentation to a first plurality of subjects;
- means for inquiring of each of the first plurality of subjects whether each of a plurality of still images from the video presentation are recognized by each of the first plurality of subjects;
- for each of the images, means for tabulating a percentage of the first plurality of subjects reporting recognition of the image to the inquiring means;
- means for generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means;
- means for creating an abbreviated presentation containing a subset of the images;
- means for, after introduction of the video presentation via an advertising campaign, displaying the abbreviated presentation to a second plurality of subjects in a market targeted by the advertising campaign; and
- means for inquiring of each of the second plurality of subjects whether the abbreviated presentation is recognized by each of the second plurality of subjects.

19. The system of claim 18 wherein the creating means comprises means for creating a storyboard comprising still images.

20. The system of claim 18 wherein the creating means comprises means for creating an
5 abbreviated video presentation comprising a subset of the video presentation.

TECHNICAL FIELD